

Date

May 29, 1992

To

U.S. Region Business Committee

From

Peter S.P. Dimsey



6/8 file
XC: Sr Mgt

Memorandum

Subject

"Master The Moment" TV Commercials

RECEIVED

JUN 8 1 1992

J.W. SAUNDERS

Copies To

Alex W. Hart

At our last meeting, I told you that MasterCard had committed to maintain its advertising schedule and maintain fresh, strong creative under the "Master The Moment" campaign through this year, in spite of the fact that we had announced an agency review. Although we expect to present our selected agency to you at our August meeting, it is pragmatic to predict that we will not have a new, fully tested campaign until the first quarter of 1993. As a result, we are producing two new TV commercials (story boards attached). You were shown one, "Bicycle", at our last meeting. The second, "We Could", features Gold MasterCard. Both have done very well in pretesting and are in tune with your cardholders' desire to add a little enjoyment to their lives as the economy slowly starts to improve.

We have had a lot of discussion about the claim in the "Sisters" Gold MasterCard commercial, "no card is more accepted at home and abroad, not American Express, not even Visa". The fact is that our brand, MasterCard, is perceived to have less acceptance than Visa, who have overtaken American Express as the most accepted card. The claim in the "Sisters" commercial does the best job of any claim we've tested in restoring perception to what it actually is--unsurpassed. I know the research that we presented to you in Washington didn't make the case, but I really do not believe that this claim damages Visa. Nevertheless, we have changed the acceptance claim in these two commercials to "no card is more accepted in more places at home and abroad than MasterCard". We will also change the "Sisters" commercial. We are doing this because we fully support your desire to build two strong bankcard brands. As we go through the reviews with our agency candidates, we will challenge them to develop campaigns that communicate our brand's unsurpassed acceptance.

I sincerely appreciate all of your thoughtful discussion on this subject. I hope you will agree that these are sound decisions and give MasterCard your strong support.

PSPD/jls

Attachment

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SUBJECT TO PROTECTIVE ORDER

GOVERNMENT
DEPOSITION
EXHIBIT
1346



HI025698

P-0223

LINTAS: NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

MasterCard

TV:30

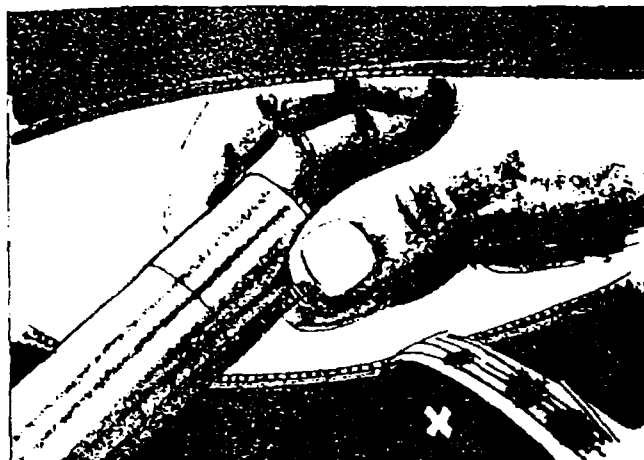
R&O

"Bicycle"

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Dan:
WEEKEND!



Jake:
NO TIES...
NO BRIEFCASE...



JUST PLASTIC...

HI025699

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605 8000

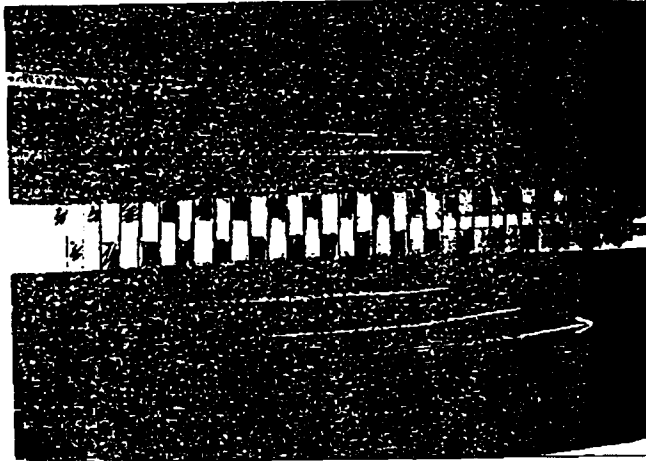
MasterCard

TV:30

R&O

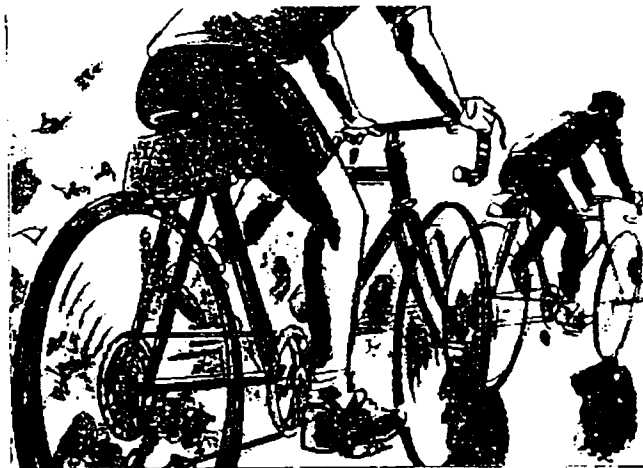
"Bicycle"

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Announcer:
IT BOILS DOWN
TO THIS:

SFX: Zipper zipping.



Dan:
JUST IN CASE.



HI025700

LINTAS:NEW YORK

One Dag Hammaraskold Plaza New York N.Y. 10017 • (212) 605-8000

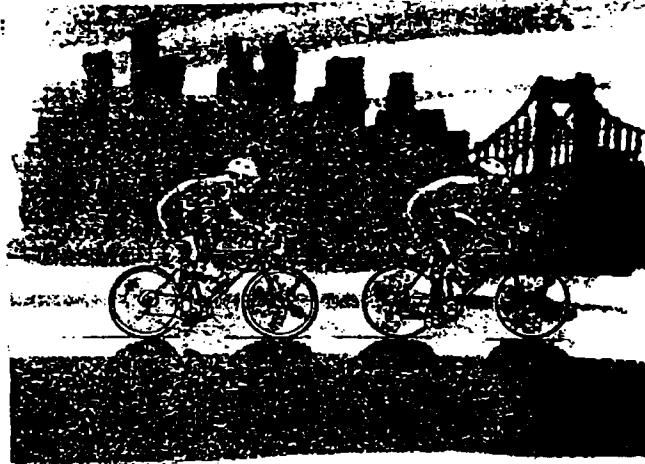
HIGHLY CONFIDENTIAL
SUBJECT TO PROTECTIVE ORDER

MasterCard

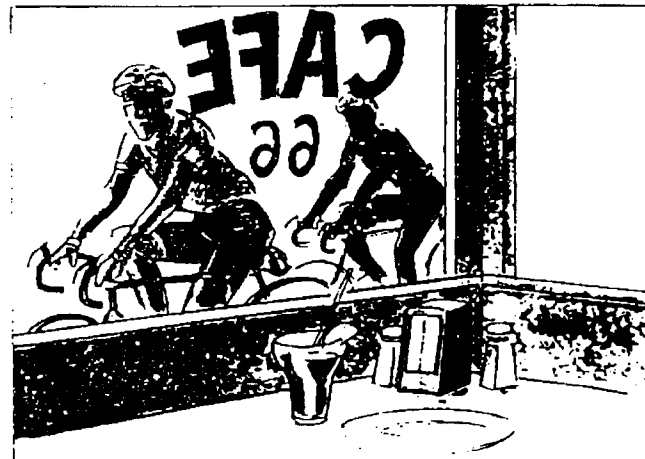
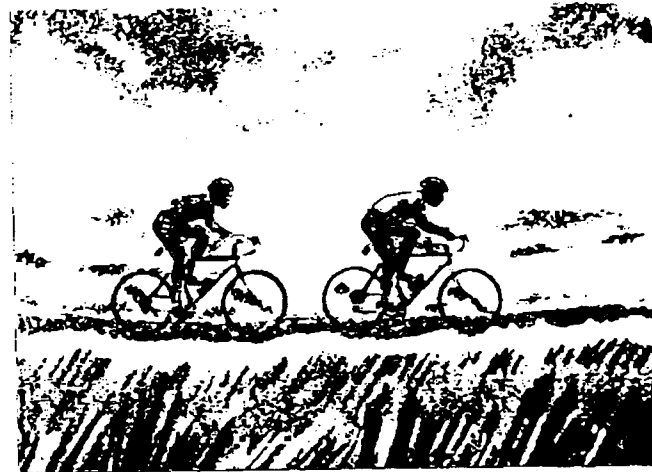
TV:30

R&O

"Bicycle"



Announcer:
NO CARD YOU CAN
CARRY



Jake: FOOD.



HI025701

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

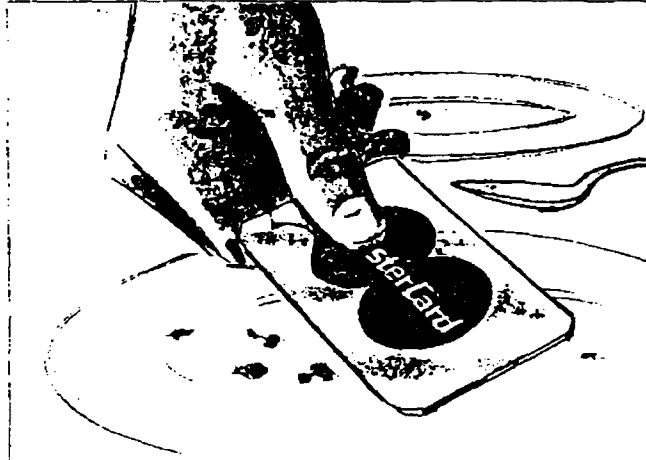
MasterCard

TV:30

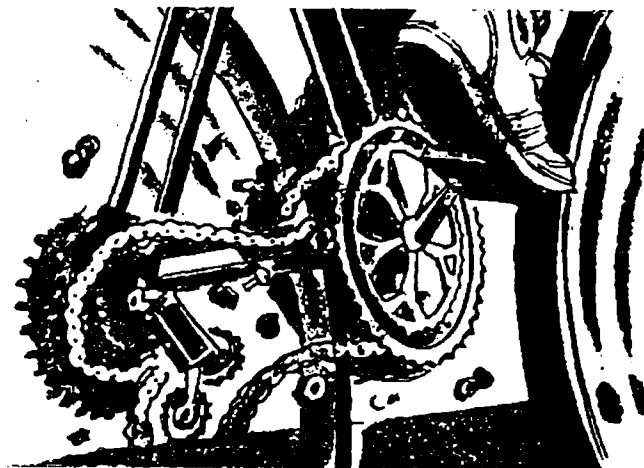
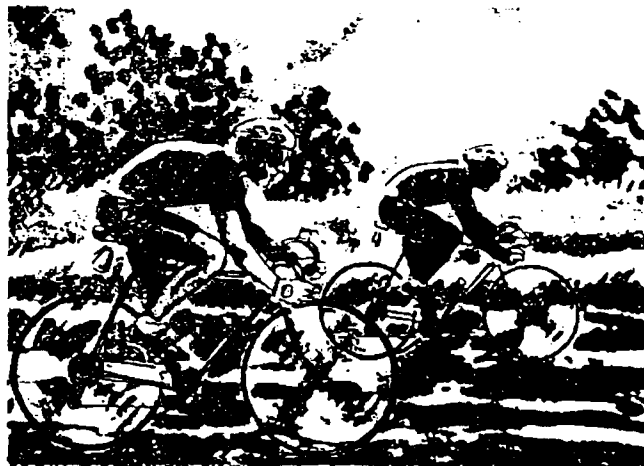
R&O

"Bicycle"

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Announcer:
IS ACCEPTED IN MORE
PLACES AT HOME AND
ABROAD THAN
MASTERCARD.



Dan (disgusted):
OH NO.



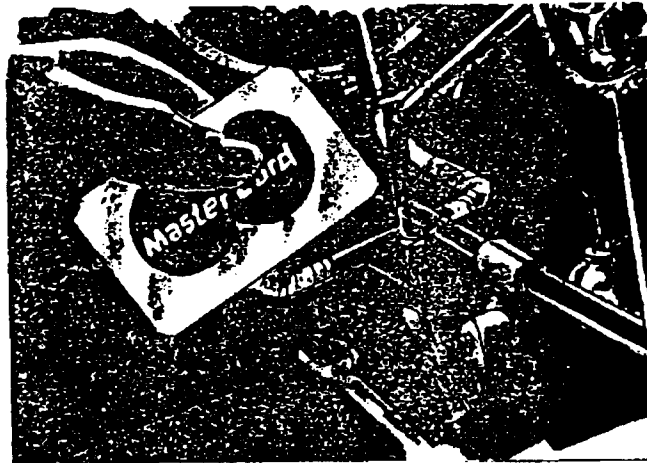
HI025702

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

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MasterCard
TV:30
R&O
"Bicycle"



Announcer:
MASTERCARD.



Announcer:
IT'S THE ONLY CARD
YOU NEED.



Dan (triumphantly):
YES.



HI025703

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

MasterCard

TV:30

R&O

"Bicycle"

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Jake (exhausted
but happy):
ROOMS.



Jake VO
(with relish):
NOT A BAD DAY'S
WORK.

Announcer:
MASTERCARD
MASTER THE MOMENT.



HI025704

MasterCard

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

Gold MasterCard
"We Could"

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Husband: Finally. A
chance to get
away.



ANNCR: Moments like this
call for Gold MasterCard.



Wife: We could...find a romantic
hotel.



HI025705

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LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

Gold MasterCard

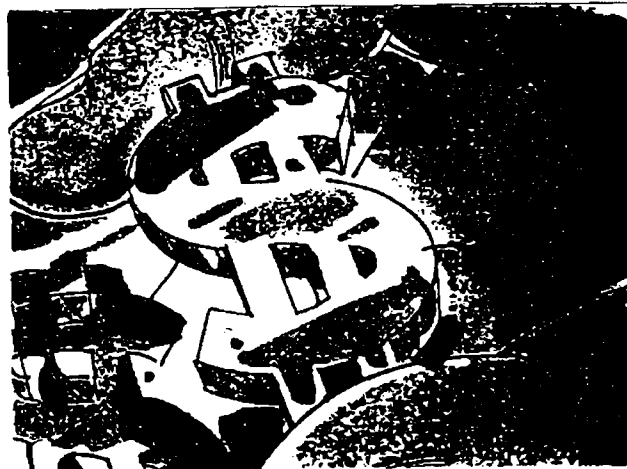
"We Could" (Three Day
Weekend)



Husband: Yeah, in Paris.



SFX: Paris scenes.



ANNCR: It has the added
credit you've earned.



HI025706

LINTAS:NEW YORK

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Gold MasterCard

"We Could" (Three Day
Weekend)

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Wife: We could sneak off to the
beach for a few days.



Husband: Mmm, Maui.



SFX: Waves, surf, etc.

HI025707

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One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

Gold MasterCard

"We Could" (Three Day
Weekend)

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ANNCR: And no card is accepted
in more places at home and
abroad than MasterCard.



Wife: Or we could do something
we'll all remember.



(Husband gives her a pleased
look.)



HI025708

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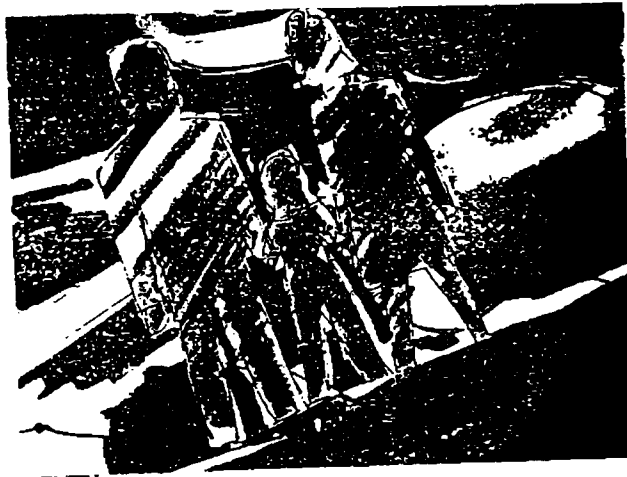
LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

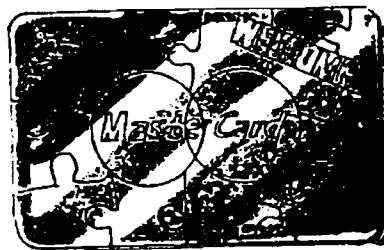
Gold MasterCard
"We Could" (Three Day
Weekend)



SFX: Desert valley sounds.



ANNCR: Gold MasterCard



ANNCR: The best gold card to
master the moment.



HI025709

MASTER THE MOMENT.®

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York N.Y. 10017 • (212) 605-8000

Gold MasterCard

"We Could" (Three Day
Weekend)

HIGHLY CONFIDENTIAL
SUBJECT TO PROTECTIVE ORDER



(Long shot of family looking over
Monument Valley)



HI025710